

AVP PROMOTION

Promotion of AVP workshops has been an ongoing challenge for the AVP groups of volunteers throughout the world. This issue has been discussed at a number of AVP-Australia National Gatherings. A Working Party on Funding and Publicity was set up in 1999 however this is inactive at present until someone takes this up as an immediate concern.

Here is a summary of the brainstorm and exchanges of ideas shared at various AVP-Australia National Gatherings between 1994-2002.

LOCAL GROUP PROMOTION

- Word of mouth
- Participants write an article about a workshop for the local paper
- Radio interviews
- Self produced media material
- Service clubs, conferences
- New Age groups
- Men's phone-line
- Prisoners' family and kindred centres
- Police Citizens Youth Clubs (PCYC)
- Prison officers and prison educational staff
- TAFE students and teachers
- Education Departments at Universities
- Be open to opportunities
- Carry AVP cards with us
- AVP News egroup
- Have mailing lists
- Notices in local papers
- Library service to distribute poster to all libraries
- Notice on calendars of events eg. Women's Information Organisation
- Use Giri for article eg. in Good Weekend
- Use HIPPI publicity stories internationally
- Maximise use of journalists
- Regular column in local newspapers
- Submits articles
- Stories in magazines like Women's Weekly eg. Mere Male column
- Newsletters every month
- News related egroups
- Use Decade of Cultural Peace
- Home Page Links
- Link to inter-agencies eg. National Council of Churches
- Public Speaking
- Scaffold newsletter (interchurch group)
- National articles - send to as many people as possible
- Video on community TV
- Benefactor to fund
- Media students asked to make videos
- Use work for the dole schemes
- Write stories for journalists
- Interchurch networks - in unity with heads of churches

- Media covering National Gathering

NATIONAL PUBLICITY

- Local group registrars who take calls from the public need to be informed of media activities
- Inspirational stories that help create a national profile
- Radio interviews
- Put together a little book of Australian Transforming Power stories from facilitators and participants where people have been inspired by AVP
- Inmates and ex-inmates talking about their experiences with AVP could be recorded on tape or in writing.
- Statements to media on current events (on whose behalf)
- Check media releases with egroups
- Consider non confrontational content of media releases
- Well constructed articles
- Media contact person
- Long term attempts to get media articles published - keep doing it
- Reinforce interstate contacts in publicity
- National web page
- Australian brochure
- Make the most of existing national networks
- Use the National Gathering reports for articles
- Use Giri eg. for interview with Geraldine Doogue
- We must be able to respond quickly and articulately to media approaches
- Each state needs a media liaison person but we also need to operate as a national team.

SHARING OF AVP(NSW) REGISTRAR EXPERIENCE

- Word of mouth promotion by past participants is the most productive form of promotion by far
- Promote the awareness of AVP and have the contact and workshop structure available for enquirers rather than a 'hard sell'. Be prepared and available to talk about AVP to enquirers
- Timely follow-through patiently and gently with contacts rather than 'having to get a workshop together'. Work with the principle 'people will come to workshops when the time is right for them if they are reminded at the right time'
- Following the principle of 'We are all volunteers' there is no cancellation fee or penalty, no hard sell, no pressure to come to workshops and free substitute workshops for those who are unable to attend or complete a full workshop
- Encourage word of mouth referral at the end of each workshop in the "Where to From Here" section with a "Where to From Here" handout and poster
- Have a long-term phone number and post box address. These could be moved from one registrar to another registrar
- Invaluable to have a long-term registrar
- Have phone book entry for AVP in both the white pages and the yellow pages. The AVP yellow pages entry is in the Training and Development section
- Have a promotion pamphlet and registrar form with list of workshops. AVP(NSW) pamphlets give the contact details of local NSW community groups contact details and list of workshops. These are available to be sent to enquirers and to be handed out at promotion activities, workshops etc. Multiple copies of the pamphlets are left with interested groups eg. Quaker Meeting House
- Have an annual schedule of workshop dates prepared the previous year if possible. (Currently the AVP-Sydney schedule plans 2 basic and 1 advanced workshop each of the four school terms plus a T4F and role play workshops each six months. (This facilitator training is not publicly promoted)
- Fax ready package of information for enquirers
- Maintain list of people who have expressed interest in AVP workshops for themselves or for clients and follow this up at appropriate intervals
- Large scale mailouts to all people on the annual mailout has not been needed for several years
- Having a monthly support group. The AVP-Sydney First Friday Gathering attracts some of the strongest local AVP advocates. All workshop graduates are invited to attend and invited to join an egroup to keep in touch with AVP.

- AVP web site (being planned) will be for promotion. As will the web site links to appropriate organisations
- Seeking and taking the opportunity to present mini workshops at conference and conference information days
- Develop a profile awareness with teachers, counsellors, medical and community centres. Counsellors, Relationship Australia, help lines like Life Line and the Men's Phone Line are increasingly referring clients who want to manage anger issues
- HIPP and Transforming Conflict teachers and students are often attracted to AVP to further their personal development and/or professional training